MEDIA KIT

MARQUESS
TOURIST MAGAZINE

[Image of Marquess Tourist Magazine with an image of a castle and a road leading up to it]
TARGET AUDIENCE
for quality and luxury seeking High Net Worth Chinese and International visitors to UK

MARQUESS is a newly launched print and online publication targeting tourists with high spending power enjoying luxury travel and sophisticated lifestyle in the United Kingdom.

We cover a wide range of inspirational topics in the fine segment, especially premium brands which reflect British unique and inherited essence, for instance, Royal Warrant holders. We provide in-depth stories about how an icon or a brand is developed via exclusive interviews, including fashion and trend, watches and jewellery, luxury or hidden gem hotels, gourmet restaurants, premium entertainment and social life.

We also present art and culture events, luxury shopping with map guide for readers to enjoy a memorable trip.

MARQUESS magazine represents a timely and precise advertising platform for luxury goods and services of all kinds, offering advertisers an attractive combination of quality and target-oriented display of brand value and images.

MARQUESS magazine is published bi-monthly as an English-Chinese bilingual publication. The magazine is distributed with a circulation of 80,000 through appropriate and highly selective distributors. The estimated number of readers is over 320,000 international readers with very high spending power.

www.marquessmagazine.com
DISTRIBUTION

London Print Run - 30,000 copies
- Over 300 Selected Luxury Hotels
  e.g. Four Seasons, Hilton, Hyatt, Intercontinental, Mandarin Oriental, Radisson Blu, Ritz Carlton, Savoy, Sheraton ....
- Major Airlines
  British Airways, Virgin Atlantic, KLM ...
- Executive & Business Lounges
  London Heathrow International Airport Terminal 1,3,5, Schiphol (Amsterdam) International Airport ....
- Bespoke Travel Operators
- Fine Jewellery and Haute Horlogerie Boutique, Luxury Shopping Miles
  e.g. New Bond Street, Old Bond Street, Regent Street, Sloane Street London
- Gourmet Restaurants and Exclusive Lounges and Bars

Overseas Print Run - 50,000 copies
- Hong Kong, Beijing, Shanghai and Guangzhou Luxury Hotels
READERSHIP

Our readers are tourists with high spending power coveting luxury goods and sophisticated lifestyle. Global top brands of glamorous fashion, jewellery and watches, bags and shoes are their favourites, now extending their pursuing list to premium cars, super yachts, private jets and art collections.

WHO THEY ARE

Average number of readers per copy  
Readers per issue approximately  
320,000

International Tourists to UK

Total number of visits (AUG 2013 - JUL 2014)  
34,100,000

Total spending (AUG 2013 - JUL 2014)  
£ 20,830,000,000

Most Spending Visitors Age Range*  
Age 25-44 years  
£8.8 billion

Age 45-54 years  
£4.7 billion

Chinese Tourists to UK

Total number of visits in 2013  
196,000

Total spending in 2013  
£ 492,000,000

Predicted spending  
£ 1,010,000,000

Predicted foreign nationals’ spending ranking  
5

The UK government has eased visa application procedure for Chinese visitors since August 2014.

Most Spending Visitors Age Range*  
Age 16-24 years  
£139million

Age 25-34 years  
£151million

Age 35-54 years  
£150million

*Barclays’ Tourist Dynamics Report 2013
ORIGIN AND MISSION
MARQUESS Tourist Magazine responds to the dramatic rise of Chinese spending among all the major UK Luxury Department Stores and Brand Stores, as well as the prediction of influx of tremendous high end luxury seeking Chinese tourists after the relaxation of Visa process in the UK. MARQUESS is a Chinese/English bilingual magazine to serve also the English-speaking tourists.

Chinese spent around £62 billion on luxury products in 2013, accounting for 47% of the total estimated sales of luxury goods throughout the year around the world, according to a recent China Luxury Report of Fortune Character Institute in Shanghai. However, of £62 billion Chinese nationals spent on luxury products in 2013, overseas spending reached £45 billion. New York City, Paris, Tokyo and Rome were the most popular destinations. UK with its massive inherited brands, definitely wants to increase its market share. MARQUESS serves as a bridge for more Chinese tourists to appreciate various British unique and heritage aspects, and enhance their spending in London Luxury Quarter as such.

Potential of London Major Destinations in Chinese Market

According to the research of Chinese Word-of-Mouth of overseas consumption, in conversations about the main places to shop in the UK, Bond Street had 9% share of voice, Oxford Street 4% and Regent Street 3%. London department stores also made a strong impression: Selfridges (16%), Liberty and Harrods (each 13%). These evidence the potential room for growth in Chinese tourists market.
EDITORIAL OVERVIEW
PRINT and ONLINE version
- Bilingual (Chinese and English)

- Exclusive contents, updated regularly
- Royal Warrant Holders in-depth stories
- Tourists' map guide
- Website and app in line to reach Chinese outbound tourists (97million in 2013, according to China National Tourism Administration)
EDITORIAL OVERVIEW

Royal Warrant Holders Stories

Jewellery

Vertically INTEGRATED

As a vertically integrated business, Graff Diamonds involves every stage of the diamond’s life – from mining to cutting and polishing. A single diamond through to the moment a finished jewel is sold is one of its stories.

Social Life

Haute Horlogerie

175 YEARS

Jacques-Félix Dubois

Père

Monsieur

Monsieur Père
Hotels and Fine Dining

Art and Culture

Back to China 600 years ago

British Etiquette

Map and Guide
ADVERTISING RATES

PRINT PREMIUM POSITIONS RATES

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<th>Position</th>
<th>Size</th>
<th>Rate</th>
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<tr>
<td>1/1 (back cover)</td>
<td>170mm X 210mm</td>
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PRINT MAIN BOOK PAGE SIZE RATES

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ADVERTORIAL
Costs are made up of a special rate. Special terms and conditions apply.
For individual costing and creative ideas, please contact MARQUESS Advertising Department.

ALLOWANCE
2 advertisements 10%
4 advertisements 15%
6 advertisements 20%
8 advertisements 25%
Technical Data

SCHEDULE AND DEADLINES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Material deadline</th>
<th>Publication date</th>
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<tr>
<td>August 2015</td>
<td>22nd June, 2015</td>
<td>29th June, 2015</td>
<td>16th July, 2015</td>
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Frequency: 6 times p.a.
Volume: 80 pages
Paper (high quality): 170g/m² (cover 300g/m²)

Job Files
The advertising images should have a minimum of 300dpi (high resolution) at the correct printing dimensions.

We require PDF Files. All PDFs must be accompanied by a digital proof.